



## The Influence of Brand Trustworthiness, Product Quality and Brand Experience on Repurchase Intention: Mediated by Brand Love on Fashion Retailer's Brand

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### Abstract:

The present study endeavors to examine the positive correlations between brand trustworthiness, product quality, and brand experience on brand love, as well as the subsequent effects of brand love on repurchase intention and brand loyalty, and the influence of brand loyalty on repurchase intention. This investigation employed a hypothesis-testing methodology and utilized cross-sectional data. The research sample consisted of 339 participants, selected based on their engagement in fashion product purchases from retail establishments within the preceding six-month period. Analysis of the data revealed that the hypothesized positive and significant effects of brand trustworthiness and product quality on brand love were not substantiated. However, brand experience demonstrated a statistically significant and positive impact on brand love. Furthermore, brand love was found to exert a positive and significant influence on both repurchase intention and brand loyalty. Lastly, the study confirmed a positive relationship between brand loyalty and repurchase intention.

**Keywords:** *Brand Experience; Brand love; Brand Trustworthiness; Product Quality; Repurchase Intention.*

### Introduction

The Indonesian fashion industry is experiencing rapid evolution, influenced by a multitude of factors including media, entertainment, business, and digital technologies. The proliferation of information and communication channels has facilitated the dissemination of fashion trend references, contributing to the dynamic nature of the industry. This sector encompasses a diverse range of products, including apparel, footwear, accessories, and other fashion-related items. Notably, there is a growing consumer preference for high-quality, branded products, with numerous international fashion brands establishing a presence in Indonesian retail centers, such as H&M, Cotton On, Stradivarius, Uniqlo, and Pull&Bear (Fransiska et al., 2022). Schiffman and Kanuk (2004) define brand image as an individual's long-term, experiential perception of a brand, which is formed by consumers' positive and negative associations. This image significantly influences consumer choice and purchase intentions. Soefhwan and Kurniawati (2022) posit that repurchase intention is predicated on brand trust and the perceived likelihood of future product acquisition from the same brand. Product design and quality are critical determinants of consumer purchasing behavior, with customer satisfaction playing a pivotal role in fostering repeat purchases. High-quality products are characterized by their alignment with target market demands and preferences. Customer feedback serves as a crucial metric for assessing product quality, while positive experiences with esteemed brands tend to enhance purchase likelihood. Eternal (2019) notes that consumers engage in product quality evaluation through

comprehensive assessments of goods or services, underscoring the importance of meeting or exceeding customer expectations to maintain brand loyalty and encourage repurchase behavior.

The diminished consumer interest in a product can be attributed to a combination of factors, including lack of trust, suboptimal product quality, and unsatisfactory brand experiences, which collectively contribute to a reduction in repurchase intention. While extensive research has been conducted on repurchase intention, this study introduces brand love as a mediating variable to explore its influence on repurchase behavior. The research addresses a gap in the literature, as identified by Vania and Putri (2020), who noted the absence of studies examining the mediating role of brand love on repurchase intention. Furthermore, Dirayani and Mandala (2022) propose investigating the mediating function of brand love between hedonic products, self-expressive brands, and brand loyalty, as well as its role in mediating the relationship between brand trust and brand loyalty. The primary objective of this research is to elucidate the multifaceted influences on consumer purchasing intentions within the context of fashion retailers' brands in Indonesia. The study examines variables such as brand trustworthiness, product quality, brand experience, brand loyalty, and repurchase intention, with brand love serving as a mediating variable. This investigation contributes to the existing body of knowledge by exploring the impact of brand love, which is itself influenced by factors including brand trustworthiness, product quality, and brand experience, on repurchase intentions. The study's expanded sample size, compared to previous research, aims to provide a more diverse range of perspectives and results. The rationale for this updated research lies in the evolving conceptualization of brand love as a mediating variable in consumer behavior models.

## Literature Review

### Brand Trustworthiness

Brand trust is conceptualized as a multifaceted construct encompassing elements of trustworthiness, integrity, and reliability, particularly in relation to the marketing communications disseminated by retailers regarding their product offerings (Dissanayake, 2017). This concept can be further defined as consumers' willingness to place confidence in a brand's capacity to consistently fulfill its promised functions (Şahin et al., 2011). The relationship between brand trust and brand loyalty is posited to be positive and directional, with increased levels of trust in a brand correlating with enhanced brand loyalty (Bae & Kim, 2023). This theoretical framework underscores the pivotal role of trust in fostering long-term consumer-brand relationships and its subsequent impact on consumer behavior and brand performance.

### Product Quality

Product quality is characterized by the degree to which a product fulfills its intended function, as assessed through attributes such as reliability, precision, usability, and durability (Halim et al., 2014). In the realm of business management, product quality is recognized as a critical factor that can significantly influence brand image (Gstngr et al., 2021). Furthermore, superior product quality has been observed to stimulate consumer interest and purchasing propensity (Dr. Osly Usman & Aryani, 2020). This multifaceted concept of product quality plays a pivotal role in shaping consumer perceptions, brand evaluation, and ultimately, purchase decisions.

### Brand Experience

Brand experience is conceptualized as the cumulative set of subjective, internal consumer responses and behavioral reactions evoked by brand-related stimuli (Thoharudin et al., n.d.). A direct correlation has been observed between the quality of brand experiences and the intensity of consumer brand devotion (Bae & Kim, 2023). Furthermore, positive brand experiences have been demonstrated to enhance brand loyalty, subsequently increasing consumers' propensity for repeat purchases from the same brand (Aditya Syahputra & Kurniawati, 2023). This interrelationship underscores the critical role of brand experience in shaping consumer attitudes, fostering brand loyalty, and driving purchasing behavior within the context of consumer-brand relationships.

### Brand Love

The concept of brand love refers to consumers' emotional attachment to a specific brand. Unlike interpersonal love, which is characterized by a bidirectional relationship, brand love is unidirectional (Winarto & Widyastuti, 2021). Notably, the majority of scholars posit that brand love, as a relational construct, transcends transient emotional states (Paruthi et al., 2023). Furthermore, research suggests that an increase in customer satisfaction correlates positively with enhanced brand love, which in turn influences brand loyalty (Daya et al., 2022).

### Brand Loyalty

Brand loyalty is conceptualized as a consumer's propensity for consistent repurchase behavior towards a specific brand within a given product or service category (Rachmadhaniyati, 2021). It serves as a crucial metric for evaluating the efficacy of a firm's marketing initiatives, including social media marketing strategies. Beyond repeat purchase behavior, robust brand loyalty manifests in customers' willingness to recommend the brand or service to others (Daya et al., 2022). Furthermore, the cultivation of a positive and strong brand image has been found to influence consumer preferences, potentially culminating in brand loyalty over time (Kwan Soo Shin et al., 2019).

### Repurchase Intention

Consumer attitudes and decision-making factors are intricately linked to a complex network of psychological constructs, including beliefs, interests, desires, and concerns (Grassl, 2000). Repurchase intention is defined as the consumer's willingness to engage in repeated transactions with a specific seller or retailer following a satisfactory experience (Ali & Bhasin, 2019). Research indicates that a company's positive reputation for its products or services engenders greater consumer confidence, even in the presence of comparable offerings from competitors, thereby fostering repurchase intention (Hariandja et al., 2021).

### Hypothesis Development

A number of previous studies were included in this study;(Duh & Pwaka, 2023); And(Bae & Kim, 2023). The conceptual framework is as follows:

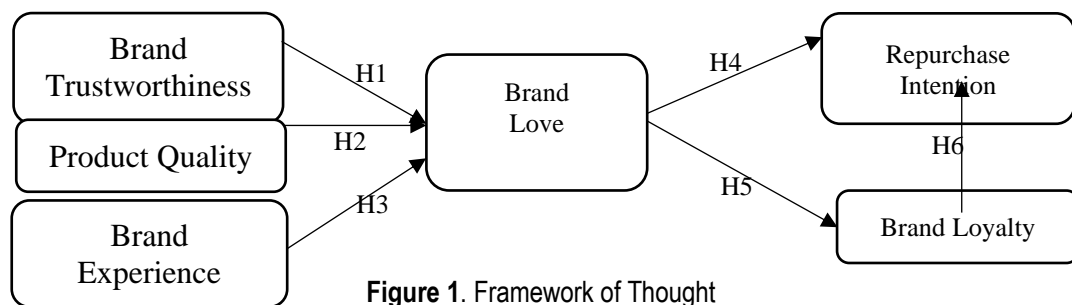


Figure 1. Framework of Thought

Source : (Duh & Pwaka, 2023), And(Bae & Kim, 2023).

From this framework, a hypothesis can be formulated:

#### The Influence of Brand Trustworthiness on Brand Love

Brand trustworthiness refers to the honesty, integrity, and level of confidence connected to a brand. Trustworthiness or trustworthiness is a key characteristic that influences the effectiveness of a message sender. When consumers have confidence in a company's products or services, they will likely develop strong feelings of loyalty to that brand. This loyalty is manifested in several ways, but the most obvious is an individual's tendency to think, feel, and act in ways that are typically associated with the brand.(Nursalamah et al., 2019). Brand love combines the theory of emotional involvement with the study of consumer behavior, with a focus on the level of emotional depth built into the relationship between consumers and brands so that it will be greatly influenced by trustworthiness in a brand.(Shodiqul & Kurniawati, 2023).

**H1:**Brand trustworthiness has a significant positive impact on brand love

#### The Influence of Product Quality on Brand Love

Usually product quality refers to the benefits, usefulness and purpose of the product. Companies need to understand consumer desires to create superior products that meet consumer expectations(Giovandhi & Adlina, 2023). Today, consumers have high standards when selecting products, and their purchasing decisions are influenced by their evaluation of product quality. With good product quality demonstrated by the brand, consumers' love for the brand will increase. Therefore, the more positive the consumer's assessment of the product quality strategy, the level of brand love will also increase and vice versa, if consumers assess the strategic quality of the product as a product, the level of brand love will also decrease.(Yazid Bustomi, 2021).

**H2:**Product quality has a significant positive impact on brand love

**The Influence of Brand Experience on Brand Love**

Individuals' opinions of a brand are shaped by their experiences with the product or service. Loyalty to a brand can grow when customers are satisfied with the brand(Iglesias et al., 2011). Brand experience influences brand loyalty, both directly and indirectly, according to research findings. Brand experience influences brand loyalty for emotional and functional reasons. On the other hand, brand loyalty requires some influence on its triggers on customers, such as brand love(Santos & Schlesinger, 2021). A positive brand experience encourages consumers to engage with the brand and develop a positive love for the brand(Iglesias et al., 2011).

**H3:***Brand experience*has a significant positive impact on brand love

**The Influence of Brand Love on Repurchase Intention**

*Brand love*can be defined as "broad, long-term relationship between a brand and its customers that has several interrelated behavioral, emotive, and cognitive components"(Paruthi et al., 2023).The more a customer likes it, the more likely they are to buy the product again. Brand love influences repurchase intention because quality products can increase consumer brand love for the product. Manufacturers really look for brand love to attract customers to their products(Winarto & Widyastuti, 2021). Consumers like a product because they are interested in the product, in this case the product can inspire consumers(Winarto & Widyastuti, 2021). Consumers' attachment to a brand can increase their desire to buy that brand's products, including new products released by the company(Winarto & Widyastuti, 2021).

**H4:**Brand love has a significant positive impact on repurchase intention

**The Influence of Brand Love on Brand Loyalty**

Consumers prefer brands they like, brand loyalty is determined by how much consumers like a particular brand(Bae & Kim, 2023). In addition, empirical results regarding brand love show that perception fosters brand loyalty and is positively related to brand loyalty(Kazmi, SHA, & Khaliq, 2019). The main hypothesis of this research is that happy customers are more likely to remain loyal to brand love when they are brand loyal to that brand.(Ghorbanzadeh & Rahehagh, 2021).

**H5:**Brand love has a significant positive impact on brand loyalty

**The Influence of Brand Loyalty on Repurchase Intention**

The capacity of a brand to make consumers committed to the brand to the point that they are likely to make repeat purchases is known as brand loyalty.(Muzakki & Sari, 2023). The tendency of a consumer to repurchase a product or service is one definition ofrepurchase intention.(Ferdinands, 2019). Increased time for*repurchase intention* related with*brand loyalty*which is stronger.(Aquinia et al., 2021).

**H6:**Brand loyalty has a significant positive impact on repurchase intention

**Research Method**

This study builds upon the research of Duh and Pwaka (2023) and Bae and Kim (2023), employing a hypothesis testing framework and utilizing cross-sectional data collected via Google Form surveys with Likert scale assessments. The research model comprises six constructs: brand trustworthiness, product quality, brand experience, brand love, brand loyalty, and repurchase intention. The study population consisted of adult consumers who had made purchases from clothing and accessories retailers such as H&M, Uniqlo, Stradivarius, Cotton On, or Pull&Bear within the preceding six-month period. The sampling methodology employed was non-probability sampling, wherein not all elements or individuals within the population have an equal probability of selection (Sugiyono, 2016). A cross-sectional design was implemented, allowing for simultaneous data collection from multiple population segments. The data for this study were gathered through a survey of 339 respondents conducted in December 2023. Demographic characteristics of the participants are presented in the following table.

**Table 1.** Number of Consumers Who Purchase Fashion Products in Retail Stores

Characteristics	Category	Consumer	
		Freq.	Percent
Gender	Man	141	41.6
	Woman	198	58.4
	Amount	339	100

Characteristics	Category	Consumer	
		Freq.	Percent
Age	17 - 24	47	13.9
	25 - 30	126	37.2
	31 - 35	111	32.7
	≥ 36 years old	55	16.2
	Amount	339	100
Work	Student	6	1.8
	Student/i	26	7.7
	Employee	210	61.9
	Housewife	33	9.7
	Self-employed	51	15.0
	Other	13	3.8
	Amount	339	100
Income	< IDR 2,000,000	29	8.6
	IDR 2,000,001 – IDR 4,000,000	48	14.2
	IDR 4,000,001 – IDR 6,000,000	145	42.8
	> IDR 6,000,000	117	34.5
	Amount	339	100
Frequency of purchasing fashion products in retail stores in the last 6 months	1-2 Times	175	51.6
	> 3 Times	164	48.4
	Amount	339	100
Retail stores that have been visited to buy fashion products	H&M	93	27.4
	Uniqlo	142	41.9
	Stradivarius	26	7.7
	Cotton On	29	8.6
	Pull&Bear	49	14.5
	Amount	339	100

Source: Primary Data

The demographic analysis of the survey respondents reveals a gender distribution of 58.4% female and 41.6% male, indicating a slight predominance of female participants. Age distribution among respondents was as follows: 37.2% in the 25-30 year bracket, 32.7% in the 31-35 year bracket, 16.2% in the 36+ year bracket, and 13.9% in the 17-24 year bracket. Occupational status of respondents was predominantly employed (61.9%), followed by entrepreneurs (15%), housewives (9.7%), students (7.7%), other occupations (3.8%), and working students (1.8%). Income distribution was categorized as follows: 42.8% earning between IDR 4,000,001 to IDR 6,000,000, 34.5% earning more than IDR 6,000,000, 14.2% earning between IDR 2,000,001 to IDR 4,000,000, and 8.6% earning less than IDR 2,000,000. Regarding shopping frequency, 51.6% of respondents reported shopping for clothing and accessories one to two times in the past six months, while 48.4% reported three or more instances

### Descriptive Statistics Test

The research sample was characterized using descriptive statistics to provide a rough idea of the subject matter. The results of descriptive statistical tests are presented in the following table:

Table 2. Descriptive Statistical Test

Indicator	Mean	Standard Deviation
This retail store pays attention to what customers want.	4.0619	0.72915
I appreciate the friendliness of retail stores when offering needed products.	4.1652	0.82266
This retail store has never disappointed me.	3.8673	0.89876

Indicator	Mean	Standard Deviation
Retail stores honestly keep promises to customers to provide quality goods.	4.0914	0.78478
<b>Variable: Brand Trustworthiness</b>	4.0465	0.57230
This retail store offers reasonable prices compared to the quality of products from competitors.	3.9469	0.83390
This retail store offers reasonable prices compared to the quality of products from competitors.	3.7198	0.92688
The prices of the products at this retail store are reasonable.	3.8142	0.84492
Compared with other retail stores, the relationship between price and product quality is very good and good.	3.9941	0.82489
<b>Variable: Product Quality</b>	3.8687	0.65646
The product colors from this retail store are attractive.	4.1652	0.77067
I like the product design of this retail store.	4.1180	0.81277
I like the product form of this retail store.	4.1298	0.74637
The product materials from this retail store are good.	4.1504	0.81285
<b>Variable: Brand Experience, Sensory Experience dimension</b>	4.1409	0.59730
I enjoy using products from this retail store.	4.1091	0.79003
I love buying products from this retail store.	4.0767	0.81771
I was moved to buy products from this retail store.	3.9587	0.83102
I feel happy when using products from this retail store.	4.1180	0.75620
<b>Variable: Brand Experience, Affective Experience dimension</b>	4.0656	0.63223
The products from this retail store fit my lifestyle.	3.8732	0.82409
Products from this retail store influence my positive behavior.	3.6195	0.89692
Products from this retail store are easy to get.	4.0560	0.83548
<b>Variable: Brand Experience, Behavioral Experience dimension</b>	3.8496	0.64510
<i>Sensory Experience</i>	4.1409	0.59730
<i>Affective Experience</i>	4.0656	0.63223
<i>Behavioral Experience</i>	3.8496	0.64510
<b>Variable: Brand Experience</b>	4.0187	0.54085
I am obsessed with the products from this retail store.	3.2979	1.09180
I feel interested in the products from this retail store.	3.8850	0.84355
The products from this retail store make me happy.	3.8289	0.80692



Indicator	Mean	Standard Deviation
The product from the retail store is the product I want.	3.8938	0.79230
<b>Variable: Brand Love</b>	3.7264	0.70671
I will continue to purchase products from this retail store.	3.6431	0.98781
I would recommend this retail store to others.	3.8289	0.87042
I would like to introduce this retail store to others.	3.7611	0.87983
I will speak positively about this retail store to others.	3.9971	0.80860
<b>Variable: Brand Loyalty</b>	3.7264	0.70671
I will shop again at this retail store in the future.	4.0118	0.82123
I am motivated to continue shopping at this retail store.	3.5457	0.97913
I will continue to purchase products from this retail store for all my needs.	3.4543	1.10143
I will likely purchase products from this retail store in the future.	3.9499	0.85337
<b>Variable: Repurchase Intention</b>	3.7404	0.76568

Source: Processed data, 2023

The brand trustworthiness variable exhibited the highest mean value (4.1652), indicating strong customer appreciation for retail store friendliness in product offerings. Conversely, the lowest mean value (3.8673) suggested some instances of customer disappointment with retail stores. For the product quality variable, the highest mean value (3.9941) pertained to the favorable price-to-quality ratio compared to other retail stores, while the lowest (3.7198) related to the perception of reasonable pricing relative to competitors' product quality. The brand experience variable, comprising sensory, affective, and behavioral dimensions, showed varying results. The sensory dimension's highest mean (4.1652) corresponded to product color attractiveness, while the lowest (4.1180) related to product design appeal. The affective dimension's highest mean (4.1180) indicated customer happiness when using the retail store's products, with the lowest (3.9587) suggesting motivation to purchase. The behavioral dimension's highest mean (4.0560) reflected ease of product acquisition, while the lowest (3.6195) pertained to products' positive behavioral impact. The brand love variable's highest mean (3.8938) indicated strong product desirability, while the lowest (3.2979) suggested varying levels of customer interest and focus on retail store products. For brand loyalty, the highest mean (3.997) corresponded to customers' willingness to provide positive reviews, while the lowest (3.6431) related to continued product purchases. The repurchase intention variable's highest mean (4.0118) indicated likelihood of future shopping at the retail store, while the lowest (3.4543) pertained to continued purchases for all customer needs. Notably, all variables demonstrated standard deviations smaller than their respective means, indicating homogeneous data distribution with minimal variation, which is considered favorable for statistical analysis.

### Validity and Reliability Test

Validity and reliability tests test the consistency of indicators that measure these variables. In measuring a variable, the validity test determines whether an indicator is valid or not. Meanwhile, reliability testing aims to verify the validity of the responses given by respondents by measuring these variables (Joseph F. Hair Jr. et al., 2019). The results of the validity and reliability test processing are shown in table 3, below:

**Table 3.** Validity and Reliability Testing of Research Variables

Indicator	Validity Testing		Reliability Testing	
	Factor Loading	Conclusion	Cronbach Alpha	Conclusion
<b>Variable: BrandTrustworthiness</b>				
This retail store pays attention to what customers want.	0.722	Valid	0.664	Reliable
I appreciate the friendliness of retail stores when offering needed products.	0.688	Valid		
This retail store has never disappointed me.	0.661	Valid		
Retail stores honestly keep promises to customers to provide quality goods.	0.761	Valid		
<b>Variable: Product Quality</b>				
This retail store offers reasonable prices compared to the quality of products from competitors.	0.815	Valid	0.763	Reliable
This retail store offers reasonable prices compared to the quality of products from competitors.	0.738	Valid		
The prices of the products at this retail store are reasonable.	0.797	Valid		
Compared with other retail stores, the relationship between price and product quality is very good and good.	0.711	Valid		
<b>Variable: Brand Experience, Sensory Experience dimension</b>				
The product colors from this retail store are attractive.	0.804	Valid	0.756	Reliable
I like the product design of this retail store.	0.759	Valid		
I like the product form of this retail store.	0.797	Valid		
The product materials from this retail store are good.	0.683	Valid		
<b>Variable: Brand Experience, Affective Experience dimension</b>				
I enjoy using products from this retail store.	0.813	Valid	0.801	Reliable
I love buying products from this retail store.	0.792	Valid		
I was moved to buy products from this retail store.	0.797	Valid		
I feel happy when using products from this retail store.	0.762	Valid		
<b>Variable: Brand Experience, Behavioral Experience dimension</b>				
The products from this retail store fit my lifestyle.	0.782	Valid	0.626	Reliable
Products from this retail store influence my positive behavior.	0.782	Valid		
Products from this retail store are easy to get.	0.705	Valid		
<b>Variable: Brand Love</b>				
I am obsessed with the products from this retail store.	0.756	Valid	0.802	Reliable
I feel interested in the products from this retail store.	0.806	Valid		
The products from this retail store make me happy.	0.817	Valid		
The product from the retail store is the product I want.	0.824	Valid		
<b>Variable: Brand Loyalty</b>				
I will continue to purchase products from this retail store.	0.752	Valid	0.811	Reliable
I would recommend this retail store to others.	0.812	Valid		
I would like to introduce this retail store to others.	0.794	Valid		
I will speak positively about this retail store to others.	0.850	Valid		
<b>Variable: Repurchase Intention</b>				
I will shop again at this retail store in the future.	0.778	Valid	0.825	Reliable
I am motivated to continue shopping at this retail store.	0.818	Valid		
I will continue to purchase products from this retail store for all my needs.	0.827	Valid		
I will likely purchase products from this retail store in the future.	0.830	Valid		

Source: Processed data, 2023



The analysis of psychometric properties reveals that the measurement indicators for brand trustworthiness, product quality, brand experience (encompassing sensory, affective, and behavioral dimensions), brand loyalty, and repurchase intention demonstrate satisfactory validity. This is evidenced by factor loading scores exceeding the threshold of 0.35 for all indicators, supporting the appropriateness of the questionnaire for subsequent use and interpretation. Reliability assessment of the aforementioned variables and their respective measurement indicators yielded Cronbach's alpha coefficients surpassing 0.6. This finding indicates acceptable internal consistency across all scales, affirming their reliability. In conclusion, the comprehensive evaluation of both validity and reliability provides empirical support for the psychometric soundness of all indicators assessing brand trustworthiness, product quality, the three dimensions of brand experience (sensory, affective, and behavioral), brand loyalty, and repurchase intention. These results establish a robust foundation for the utilization of these measures in subsequent analyses and interpretation of the study's findings.

### Goodness of Fit Test

Research must begin with Goodness of Fit testing, also known as model fit, before a Structural Equation Model (SEM) model can be used to evaluate hypotheses.

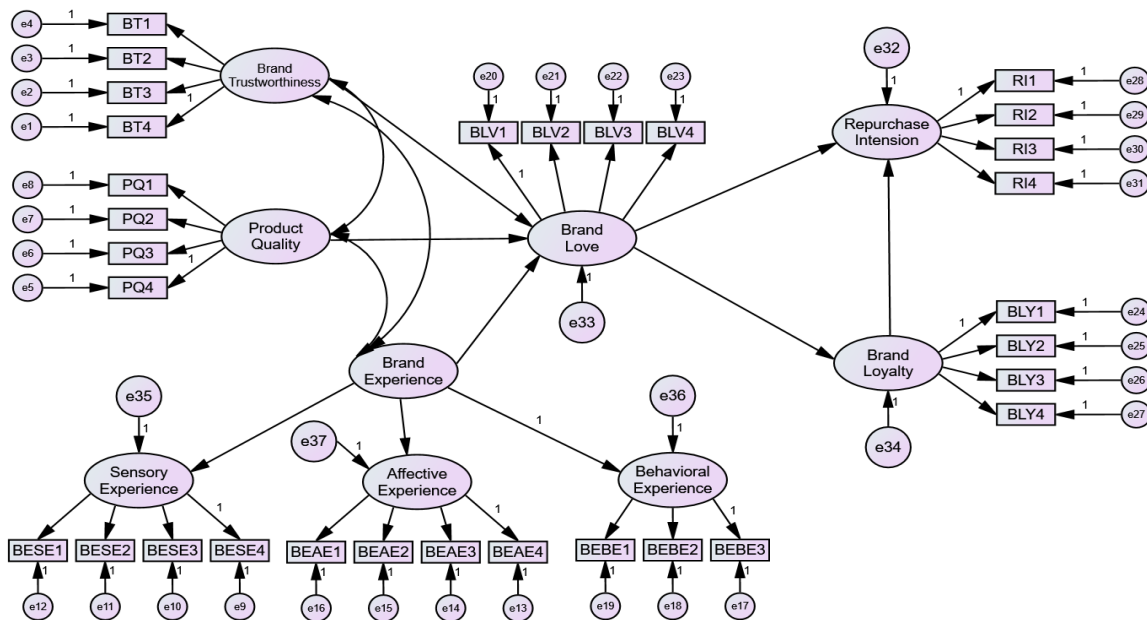


Figure 2. SEM Research Model

Table 4. Test Goodness of Fit

Type Measurement	Measurement	Model Fit Decisions	Results Processed	Decision
Absolute fit measures	Chi-square	low Chi Square	890,576	
	<i>p-value Chi-Square</i>	≥ 0.05	0,000	Poor Fit
	GFI	≥ 0.90	0.850	Marginal Fit
	RMSEA	≤ 0.10	0.057	Goodness of Fit
	NFI	≥ 0.90	0.834	Marginal Fit
	IFI	≥ 0.90	0.905	Goodness of Fit
	TLI	≥ 0.90	0.895	Marginal Fit
	CFI	≥ 0.90	0.904	Goodness of Fit
Parsimonius fit measure	CMIN/DF	Between 1 to 5	2,110	Goodness of Fit

Source :Data processed, 2023

The assessment of Structural Equation Model (SEM) fit employed eight criteria, with four indices—RMSEA, IFI, CFI, and CMIN/DF—indicating good model fit. Three additional indices—GFI, NFI, and TLI—suggested marginal fit, while the chi-square p-value was the sole indicator of poor fit. A comprehensive presentation of these fit indices is provided in Table 4. The model fit evaluation demonstrates that the majority of fit criteria have been satisfied, thus providing a sufficient empirical basis for proceeding with theoretical hypothesis testing. This conclusion is predicated on the preponderance of indices meeting or approaching acceptable thresholds, despite the chi-square statistic's indication of suboptimal fit—a common occurrence in complex models with large sample sizes. Given the overall pattern of fit indices, the structural model is deemed adequate for further analysis, allowing for the examination of hypothesized relationships among the study variables. This decision is consistent with contemporary approaches to SEM, which emphasize a holistic interpretation of multiple fit indices rather than reliance on any single criterion.

### Hypothesis testing

Finally, to find out the hypothesis being developed, testing the research hypothesis is the final stage in testing the data. The following are the results of the research hypothesis test as shown in Table 5:

**Table 5. Research Hypothesis Testing**

	Hypothesis	Estimate	CR	P	Conclusion
H1	<i>Brand trustworthiness</i> has a positive influence on brand love	-0.009	-0.052	0.479	Hypothesis Not supported
H2	<i>Product quality</i> has a positive influence on brand love	0.138	0.947	0.171	Hypothesis Not supported
H3	<i>Brand experience</i> has a positive influence on brand love	1,095	5,592	0,000	The hypothesis is supported
H4	<i>Brand love</i> has a positive effect on repurchase intention	0.291	1,839	0.033	The hypothesis is supported
H5	<i>Brand love</i> has a positive effect on brand loyalty	0.911	11,160	0,000	The hypothesis is supported
H6	<i>Brand loyalty</i> has a positive influence on repurchase intention	0.491	2,917	0.002	The hypothesis is supported

Source :Data processed, 2023

#### ***Brand trustworthiness* has a significant positive impact on brand love**

The analysis of Hypothesis 1 yields an estimated coefficient of -0.009, suggesting an inverse relationship between brand trustworthiness and brand love. However, with a p-value of 0.479 ( $> 0.05$ ), this relationship lacks statistical significance, thereby failing to support the hypothesized positive influence of brand trustworthiness on brand love. This finding aligns with the research of Millatina and Afifah (2019), indicating that while consumers perceive trust and affection for brands as interrelated, other factors such as emotional dependence, brand experience, and consumer awareness may also play significant roles in shaping consumer behavior..

#### ***Product quality* has a significant positive impact on brand love**

Examination of Hypothesis 2 reveals an estimated coefficient of 0.138, suggesting a positive relationship between product quality and brand love. However, the statistical value of 0.947 yields a p-value of 0.171 ( $> 0.05$ ), indicating a lack of statistical significance. Consequently, the hypothesis proposing a positive influence of product quality on brand love is not supported by the data.

#### ***Brand experience* has a significant positive impact on brand love**

Analysis of Hypothesis 3 produces an estimated coefficient of 1.095, indicating a strong positive relationship between brand experience and brand love. The statistical value of 5.592 results in a p-value of 0.000 ( $< 0.05$ ), providing robust support for the hypothesis. This finding suggests that enhanced brand experience significantly

increases brand love, and vice versa. The result corroborates previous research (Gendis Wulandari & Rofianto, 2019; Pandowo, 2016), emphasizing the crucial role of various dimensions of brand experience in fostering brand love and potentially influencing repeat purchase behavior among satisfied consumers.

#### **Brand love has a significant positive impact on repurchase intention**

The analysis of Hypothesis 4 yields an estimated coefficient of 0.291, indicating a positive relationship between brand love and repurchase intention. The statistical value of 1.839 produces a p-value of 0.033 ( $< 0.05$ ), providing support for the hypothesis. This finding suggests that increased brand love positively influences repurchase intention, and vice versa. The result underscores the importance of fostering emotional connections between consumers and brands to enhance customer loyalty and repurchase behavior, aligning with the research of Cristina Otero Gómez and Giraldo Pérez (2018).

#### **Brand love has a significant positive impact on brand loyalty**

Examination of Hypothesis 5 reveals an estimated coefficient of 0.911, demonstrating a strong positive relationship between brand love and brand loyalty. The statistical value of 11.160 yields a p-value of 0.000 ( $< 0.05$ ), robustly supporting the hypothesis. This finding indicates that enhanced brand love significantly increases brand loyalty, and vice versa. The result corroborates previous research (Gracella et al., 2019), highlighting the multifaceted influence of brand love on loyalty through emotional attachment, brand trust, self-esteem, and social factors.

#### **Brand loyalty has a significant positive impact on repurchase intention**

Analysis of Hypothesis 6 produces an estimated coefficient of 0.491, suggesting a positive relationship between brand loyalty and repurchase intention. The statistical value of 2.917 results in a p-value of 0.002 ( $< 0.05$ ), providing support for the hypothesis. This finding implies that increased brand loyalty positively influences repurchase intention, and vice versa. The result emphasizes the role of brand loyalty in fostering consumer confidence and repeat purchase behavior, mediated by factors such as brand image and customer satisfaction. These findings align with previous research (Ikhsani & Hudaya, 2020; Muzakki & Sari, 2023), reinforcing the importance of cultivating brand loyalty to stimulate repurchase intentions.

### **Conclusion**

The empirical findings of this study do not support the hypothesized positive effects of brand trustworthiness and product quality on brand love. However, robust evidence demonstrates that positive brand experiences significantly enhance brand love, which in turn positively influences repurchase intention and brand loyalty. Furthermore, increased brand loyalty is associated with higher levels of repurchase intention.

This research offers valuable academic and practical implications. It provides a foundation for understanding the factors that drive repeat purchases of fashion items in brick-and-mortar retail environments. Moreover, the findings can serve as a strategic reference for managers in the fashion retail industry, informing decision-making processes and the development of effective strategies to enhance customer repurchase intention. Several limitations of this study warrant acknowledgment. Firstly, the research model encompasses only six variables (brand trustworthiness, product quality, brand experience, brand love, brand loyalty, and repurchase intention) with 31 indicators, potentially limiting the comprehensiveness of the analysis. Secondly, the scope of the study is confined to fashion brands in retail stores, which may restrict the generalizability of the findings. Future research directions could include the exploration of additional variables, alternative contexts, and emerging issues within the field. Expanding the model and diversifying the research context could provide a more nuanced understanding of consumer behavior in the evolving retail landscape.

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